SANFORD J. DURST

133 EAST 58TH STREET • NEW YORK, NEW YORK 10022 • PHONE 212-593-3514

MESSAGE

TO Mr. Roger Cohen
4720 Montgomery Lane
Bethesda, Maryland 22104

DATE February 2, 1978

Dear Roger:

Please ship twelve (12) copies of yourHALF CENT book to me at $7.50 as before.

Attached is a check in the sum of $92.00 to cover postage, insurance, etc.

Best regards.

Very truly yours,

Sanford J. Durst
SJD:abg
Attachment

BY

REPLY

DATE 2/6/78

There are only about 300 unbound copies left and it will be 4 or 5 before a revision is done accordingly I have [illegible] the price of the bound copy to $9.00 for 3 plus.

SIGNED Roger

DETACH AND FILE FOR FOLLOW-UP

ROGER S. COHEN, JR., P. A.
CERTIFIED PUBLIC ACCOUNTANTS
4720 MONTGOMERY LANE
BETHESDA, MARYLAND 20014

PHONE: (301) 657-2240

ROGER S. COHEN, JR., C.P.A.

ALEXANDER M. GURON, C.P.A.

February 9, 1978

Advertising Department
The Numismatist
P. O. Box 2366
Colorado Springs, Colorado 80901

Gentlemen:

I enclose a copy of Sanford J. Durst's ad in the February issue. In my opinion his ad is deceptive and misleading as to the status of my book.

This book was published by me in 1971. I was not only the author and publisher but I am the sole distributor. I currently have a supply of copies available for sale.

I could understand how it could be interpreted that the book was "out of print" however, Mr. Durst knows otherwise and I enclose a copy of his correspondence to me on February 2, 1978.

As a member of ANA (#14814) since 1947 I believe that our publication should not contain missleading or deceptive advertising and I bring this to your attention for whatever action you wish to take.

Very truly yours,

Roger S. Cohen , Jr.

cc: Sanford J. Durst

Sanford J. Durst

PUBLISHER

133 East 58th Street, New York, N. Y. 10022 - Telephone 212 - 593-3514

February 20, 1978

Mr. Roger S. Cohen, Jr.
4720 Montgomery Lane
Bethesda, Maryland 20014

Dear Roger:

I have a carbon copy of a letter which you sent to the Advertising Department of The Numismatist concerning my recent ad.

I think it is certainly not professional to send out such a letter until you had checked with me in this regard.

There is no question that your book is still in print, however we handle in excess of 800 titles in the numismatic field alone and errors can occur as follows:

E) YOU CAN DELIBERATELY RAISE THE PRICE BY CLAIMING IT IS OUT OF PRINT

a) I can make a mistake,

b) My secretary can type something on the wrong line by accident,

c) The type-setter at the magazine can make a mistake,

d) The proof reader can make a mistake.

Just to show you that I don't believe that your book is out of print, attached you will find my recent catalog of U. S. coin books and if you look to your title, you will find no mention being made of it being out of print and in fact, I extol it by saying it is the "standard" for the series.

In no way was I deceptive or misleading and any statement to this fact by you is incorrect.

Most sincerely,

Sanford J. Durst

SJD:abg

P.S. In addition I think your postscript comments on my carbon copy were in poor taste and I believe an apology is in order.

THE NUMISMATIST
OFFICIAL PUBLICATION OF THE
American Numismatic Association
818 N. Cascade · P.O. Box 2366 · Colorado Springs · Colorado 80901
(303) 473-9112

N. NEIL HARRIS
Editor

PATRICIA A. BLACK
Associate Editor

TERRI BAKKEN/CARTER
Editorial Assistant

ROBERTA LARSEN
Advertising Coordinator

February 28, 1978

Roger S. Cohen, Jr., P.A.
4720 Montgomery Lane
Bethesda, Maryland 20014

Dear Mr. Cohen,

Thank you very much for bringing the situation concerning your book and Mr. Durst to our attention. That ad is not scheduled to run again, and we will be certain that it doesn't without removing "out of print" after your book title.

We appreciate your concern and support of the Association. Please let me know if I can be of further assistance.

Sincerely,

Roberta Larsen

Roberta Larsen

Sanford J. Durst
PUBLISHER
133 East 58th Street, New York, N. Y. 10022 - Telephone 212 - 593-3514

July 19, 1978

Mr. Roger Cohen
4720 Montgomery Lane
Bethesda, Maryland 22104

Dear Roger:

While I received your not to pleasant reply concerning my order for books, I was contemplating sending it to the ANA and then decided to let it sit on my desk for a while so I could cool down.

I still wish to have 12 copies of your book at the $9.00 price you indicated to me in your reply of February 6, 1978. I thought I made it very clear that the listing of your book in one of the ads was obviously a clerical error and showed you that it was not my intent to so list the book.

If I do not receive copies of the book, I will have no choice of course but to refer this to the ANA since I think it is in poor taste and also not especially good business practice.

I look forward to receiving the shipment and an invoice which will be paid immediately upon receipt.

Very truly yours,

Sanford J. Durst

SJD:abg